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NOV -6 1922 ✓

✓ TO HAVE AND TO HOLD ✓

Photoplay in 8 reels ✓

Adapted by Ouida Bergere from the
novel by Mary Johnson ✓

Directed by George Fitzmaurice ✓

Author of photoplay (under Sec. 62)
Famous Players Lasky Corporation of the U. S. ✓

NOV -6 1922

PARAMOUNT

PRESS SHEET

Charles Kenmore Ulrich, Editor

Famous Players-Lasky Corporation, 485 Fifth Avenue, New York City

Exploitation Accessories

PRESENTATION

ADOLPH ZUKOR presents a
GEORGE FITZMAURICE
PRODUCTION

"TO HAVE AND TO HOLD"

with

Betty Compson and Bert Lytell

Supported by Theodore Kosloff, W. J. Ferguson,
Raymond Hatton and Walter Long

Adaptation by
OUIDA BERGEREFrom the Novel by
MARY JOHNSTON

A Paramount Picture

Advertising and Publicity

How Best to Exploit

George Fitzmaurice's Superb Production

"To Have and To Hold"

**Play Up Historical Value of Picture, Song,
Book and Cigar Store Tie-ups, Teaser
Campaign and Prologue Suggestions**

THE angle of your exploitation of "To Have and To Hold" can best be summed up in the fact that this is the greatest romance picture ever made; that it has thrills, love-interest, excitement, suspense, historical value and everything that goes to make a one-hundred percent photoplay production. The accompanying suggestions are intended merely as pointers for you in your exploitation campaign.

Historical Value of Picture

No effort was spared to make this picture as historically perfect as possible. As a result "To Have and To Hold" is a living document of America and England at the beginning of the Seventeenth Century. The educational value of this is great, so your course for action is to interest every school teacher, board of education and pupil in your locality. Give a preview of the picture if possible for the most influential people and then secure their indorsement. This is bound to enhance public interest in your showing.

Song and Book Tie-Ups

There was a song published a few years ago entitled "To Have and To Hold." It bears strongly upon the title of the picture and, if your local music dealer is able to arrange it, a display of it will add greatly to your campaign. It also should make good material for your prologue.

The picture having been adapted from the famous novel of the same name by Mary Johnston, you might communicate early with your booksellers and have them get in a good supply. Make the window displays attractive and thus advertise both the book and the picture.

Your Teaser Campaign

Almost every Paramount picture production these days has a title which can be twisted somehow into a good teaser. The title "To Have and To Hold," untwisted, will serve excellently for this purpose. And there are lots of other uses you can put it to that will suggest themselves to you.

If there is a live-wire real estate agent in your locality you might induce him to adopt for his slogan: "TO HAVE AND TO HOLD Your Own Home Spells Happiness."

Suggestions For Prologue

If you intend to put on a song prologue for this picture there are several themes which you can play upon. The title itself can be played upon by the song "To Have and To Hold," sung either as a solo or a duet. Maybe the pirate theme can be played upon by having a baritone or bass singer render a famous sea song, one dealing with pirates and plank-walking.

Another prologue, one depicting the revels at the court of King James would be to have a group of dancers do a dancing act.

Still a further prologue would be to have two local fencers give a demonstration upon the stage, since there are frequent duels in the picture.

Strong Pointers for Exhibitors Regarding**"To Have and To Hold"**

THE mere statement that "To Have and To Hold," is a George Fitzmaurice production for Paramount, should prove a stimulus to the enthusiasm of the most wide awake Paramount exhibitor. For this means that Mr. Fitzmaurice's latest production carries with it the same fire and passion of "On With the Dance," the dash and romance of "The Right To Love," the strength of "Man From Home," the superb love-making of "Forever," the exotic beauty of "Idols of Clay," and the humor and pathos of "Three Live Ghosts." Added to these is a verve, a sweep and pulsing excitement which will win for it the cordial indorsement of the motion picture world.

"To Have and To Hold," which is a lavish picturization of Mary Johnston's famous novel, is a story of old England in the days of

James I. and of Virginia soon after its settlement in the seventeenth century. One sees the magnificence of King James' Court and when the scene shifts to the little settlement at Jamestown, where Lady Jocelyn Leigh finds her happiness, one is thrilled with excitement because of the visualization in quick succession of Indian attacks and pirate onslaughts. It is a picture of remarkable dramatic power, deep appeal and beauty, such as no exhibitor, who caters to the welfare of his patrons, can afford to ignore.

**Betty Compson and Bert Lytell
Featured**

Betty Compson, beautiful Paramount star, is featured in this splendid production with Bert Lytell, the latter well known player making his initial appearance in Paramount pictures in this production. Miss Compson needs no introduction to Paramount exhibitors, for since her appearance with Thomas Meighan in "The Miracle Man," her stellar vehicles, such as "At the End of the World," "The Green Temptation," "Over the Border" and "The Bonded Woman" have uniformly been smashing box office hits. Mr. Lytell scored heavily in "The Lone Wolf," and take it all in all, no better co-player with Miss Compson in featured roles, could have been chosen.

**Mary Johnston Author of
World-Famed Novel**

When Mary Johnston, some twenty or more years ago, wrote "To Have and To Hold," she did not anticipate the brilliant success which was to greet her novel. That it should have been dramatized and presented on the stage, was to be expected. Although it proved a powerful production, its scope was limited. A circumstance which does not obtain with the screen version of the story. The adaptation was made with a view to beautiful and comprehensive scenes, and in this respect as well as all others, Mr. Fitzmaurice's production is an exemplar of its kind.

**Ouida Bergere Well Known
Scenarist**

Ouida Bergere is one of the best known photoplaywrights in the country who has a long string of original stories and scenarios to her credit. She scenarized "To Have and To Hold" with her usual artistry and has retained in the screen version not only all of the dramatic points of Miss Johnston's novel, but she has deftly added here and there in her 'script' little touches of realism that vest the picture with entertainment qualities which the book does not possess.

**Story One of Real Dramatic
Power**

The story of "To Have and To Hold" opens at the Court of King James I. of England. A weak-minded monarch, he openly flaunts his high

**BETTY COMPSON AND BERT LYTELL**

Featured Players in a Stirring Scene of George Fitzmaurice's Great Paramount Production of "To Have and To Hold," a Remarkable Picturization of Mary Johnston's Famous Novel of the Court of King James I. of England and of Colonial Virginia.

"TO HAVE AND TO HOLD"**DON'T OVERLOOK**

the exploitation value of the advertising
accessories shown in this Press
Sheet, prepared for

"TO HAVE AND TO HOLD"

Use all of them and make use of the
advance press stories. Remember, it's

A Paramount Picture

Famous Players in

Latest George Fitzmaurice Production

"To Have and To Hold"

**Betty Compson and Bert Lytell, the Featured
Players, are Screen Favorites, While
Supporting Players are Notable**

IF YOU have a theatre programme, the accompanying sketches of the players in "To Have and To Hold" should provide good publicity material.

Betty Compson

Born in Salt Lake City, Miss Compson was in high school when the death of her father forced her to go to work in the orchestra of the Mission Theatre in that city. She was for some years in vaudeville and later she appeared in Sennett comedies. Her big chance came, however, when George Loane Tucker signed her to play "Rose" in "The Miracle Man," the part that made her a star. She starred for Paramount in "The Green Temptation," "Over the Border," "The Bonded Woman" and "To Have And To Hold."

Bert Lytell

Born and educated in New York City. Was for some time on the stage and then in stock companies. Began his screen career with Herbert Brenon in "The Lone Wolf." Then entered Metro, with which company he made many successful pictures.

Theodore Kosloff

Born in Moscow, Russia. Went on the stage in Petrograd at eighteen. Was in Paris 1908, in London 1909, and the Winter Garden, New York, the following year. Came to the United States to enter vaudeville in 1915. Made his first screen appearance in Cecil B. DeMille's "The Woman God Forgot."

W. J. Ferguson

One of the oldest stage players now living. Was on the stage at the Booth Theatre the night Abraham Lincoln was shot. More than fifty years of stage experience. Played his first screen part in "The Deep Purple," a Realart picture.

Raymond Hatton

Born in Red Oak, Iowa, was on the stage for some years. Commenced his screen career with Paramount in "The Whispering Chorus." Appeared in numerous other Paramount pictures and is one of the best character men of the screen.

Claire Dubrey

Born in New York City. Has had long stage career. Has been in screen work many years and made many successful appearances, among them being in "The Spite Bride," "The Heart of a Child," "The Light Woman" and others.

Walter Long

Born in Milford, N. H. in 1884. His stage career has included stock, repertory and vaudeville. Began screen career with Essanay and has been with many other prominent companies since then.

Anne Cornwall

Born in Brooklyn, N. Y., in 1897. Commenced her screen career with Select and made her first Paramount appearance with Marguerite Clark in "Prunella." Was also in "The Firing Line," "The Copperhead" and recently with Gloria Swanson in "Her Gilded Cage."

Arthur Rankin

Born in New York City in 1896. Is a member

the days that follow bring understanding, and soon they love each other.

In England, Lord Carnal is preparing to follow Jocelyn to Virginia. He makes the voyage, arrives in Jamestown, states his case to the Governor, and then causes the lovers to be arrested. The next day the Governor orders Jocelyn back to England and Percy to prison. During the evening Carnal gives a riotous party, and this determines Jocelyn to escape. She is discovered and Carnal orders her to be taken on board his ship. Sparrow learns of this, warns Percy and, by a ruse, effects his master's escape. They row to Carnal's ship and reach it just as the rogue is attempting to embrace Jocelyn. Percy calls for Jocelyn to get into the boat with Sparrow and then engages Carnal in a rapier duel. Carnal is wounded and falls overboard into the boat. Percy clammers in and they push off.

A fierce storm arises, and after being battered by the waves all night the boat is swept against an island and wrecked. All four reach the shore safely, only to find themselves on the same island with a band of pirates. Percy announces that he is Kirby, a cut-throat pirate, and with his sword proves his contention. All four then go aboard the pirate ship. As the days pass, Percy realizes that the pirates may turn on him any day. When a treasure ship appears on the horizon and Percy orders no attack, the inevitable happens. When the crew are about to fire on the ship, Percy drags Carnal down to the magazine and threatens to blow the vessel out of the water, if one gun is turned on the other ship. Finally the magazine explodes, sinking the ship, but not before the venturesome four have escaped on a raft. They are picked up by the English ship, whereupon Carnal basely denounces Percy as the pirate captain.

In England, King James is overjoyed at Carnal's triumphant return. He reannounces the engagement of Carnal and Jocelyn. The wedding is in progress and the King is fawning upon Carnal. But the Duke of Buckingham, who has been aspiring to fill Carnal's shoes, has other plans. He secretly releases Percy from prison, and he engages Carnal in a duel before the King and his guests. Carnal is vanquished, thrown in prison and, in despair swallows poison. The King orders the wedding to proceed with Percy as the bridegroom. So the lovers are united at last.

**Clever Players In Supporting
Cast**

The members of the Paramount Stock Company of screen players who portray the supporting roles of "To Have and To Hold," are thorough artists in their respective lines. Theodore Kosloff, famous for his work in De Mille productions, has an exceptionally strong role, that of a suave court gallant and bully. Raymond Hatton, a Paramount fav-

have and to hold" is a picture of the Seventeenth Century. The educational value of this is great, so your course for action is to interest every school teacher, board of education and pupil in your locality. Give a preview of the picture if possible for the most influential people and then secure their indorsement. This is bound to enhance public interest in your showing.

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The Answer Man

VERITAS: Bert Lytell appears with Betty Compson in "To Have and To Hold," which comes here next. He will be seen in other Paramount pictures during the season.

SHIPWRIGHT:—You wonder how the sea fights have been reproduced in "To Have and To Hold." Paramount bought an old three-masted schooner and transformed it first into a galleon and later into a pirate ship which attacks an English merchantman and is later blown up. The ship used was the "William G. Irwin," one time holder of the sailing record from San Francisco to Honolulu.

HELEN BELL:—The cast of "To Have and To Hold" includes Betty Compson and Bert Lytell, the featured players, Theodore Kosloff, W. J. Ferguson, Raymond Hatton, Anne Cornwall, Walter Long, Lucien Littlefield, Claire Dubrey and others.

HARRY E. EAST:—"To Have and To Hold" is a George Fitzmaurice production. It is said to be not only the greatest picture he has ever made, but the greatest romance ever filmed. The scenario was the work of his wife, Ouida Bergere.

LIBRARIAN:—Yes, the Paramount picture "To Have And To Hold" is an adaptation of Mary Johnston's famous novel of the same name.

HISTORICAL:—If it is history of the dress and customs of the Seventeenth Century that you are seeking, then we would advise you to see "To Have And To Hold," a Paramount picture to be presented here next. It is a thrilling, massive and colorful romance of Old Virginia and England.

J. G. J.:—Raymond Hatton was last seen in "Pink Gods" which was shown here a few weeks ago. He will be seen again in "To Have And To Hold," here next, as King James I.

MORMON:—Betty Compson was born in Utah. Her first screen work was done in comedies, later she entered drama. Her most recent pictures were "Over the Border" and "The Bonded Woman."

Featured

Betty Compson, beautiful Paramount star, is featured in this splendid production with Bert Lytell, the latter well known player making his initial appearance in Paramount pictures in this production. Miss Compson needs no introduction to Paramount exhibitors, for since her appearance with Thomas Meighan in "The Miracle Man," her stellar vehicles, such as "At the End of the World," "The Green Temptation," "Over the Border" and "The Bonded Woman" have uniformly been smashing box office hits. Mr. Lytell scored heavily in "The Lone Wolf," and take it all in all, no better co-player with Miss Compson in featured roles, could have been chosen.

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Story One of Real Dramatic Power

The story of "To Have and To Hold" opens at the Court of King James I, of England. A weak-minded monarch, he openly flaunts his high ministers, but falls a victim to the guiles of Lord Carnal, a courtier, to whom he will deny nothing. Carnal loves the King's Ward, Lady Jocelyn Leigh, who in turn despises him.

The Queen has tired of the King and has taken an interest in Lord Cecil, Jocelyn's brother. The King is about to interfere when Carnal, who is the best swordsman in the land, intimates that he will do what is required. He challenges Lord Cecil to a duel and the boy falls. The King is overjoyed at the news and offers to grant any request Carnal makes. He demands Lady Jocelyn's hand, and the King announces their engagement. During the revels, Jocelyn escapes from the court.

At the same time, in Jamestown, Virginia, a small band of English settlers are attacked by Indians. The attack proves a failure and the hero of the hour is Captain Ralph Percy, leader of the settlers.



BETTY COMPSON AND BERT LYTELL

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"TO HAVE AND TO HOLD"

The Cast

| | |
|---|--------------------|
| Lady Jocelyn Leigh, the King's ward..... | Betty Compson |
| Captain Ralph Percy, a Virginia adventurer..... | Bert Lytell |
| Lord Carnal, a court gallant..... | Theodore Kosloff |
| Jeremy Sparrow, Percy's servant..... | W. J. Ferguson |
| King James I, a dissolute monarch..... | Raymond Hatton |
| Patience Worth, Jocelyn's maid..... | Claire Dubrey |
| Red Gill, a pirate..... | Walter Long |
| Lady Jane Carr..... | Anne Cornwall |
| Paradise..... | Fred Huntley |
| Lord Cecil, Jocelyn's brother..... | Arthur Rankin |
| Duke of Buckingham..... | Lucien Littlefield |

Patience Worth, Jocelyn's maid, has been preparing to go to America with a shipload of prospective brides. Jocelyn, with the desire to avoid marriage with Carnal, induces Patience to allow her to go to America instead.

In Virginia, Sparrow, the lazy servant of Captain Percy, begs his master to select one of the wives on the incoming ship. Percy consents.

At the pier, Jocelyn finds a far different state of affairs than she had imagined and is disappointed at the manner in which the brides are treated by the rough settlers, each of whom seeks the prettiest for his mate. A brutal man seizes her and as she struggles she is rescued by Percy. They are married, but Jocelyn insists upon remaining in the new land, and she scorns Percy, but

this, warns Percy and, by a ruse, effects his master's escape. They row to Carnal's ship and reach it just as the rogue is attempting to embrace Jocelyn. Percy calls for Jocelyn to get into the boat with Sparrow and then engages Carnal in a rapier duel. Carnal is wounded and falls overboard into the boat. Percy clammers in and they push off.

A fierce storm arises, and after being battered by the waves all night the boat is swept against an island and wrecked. All four reach the shore safely, only to find themselves on the same island with a band of pirates. Percy announces that he is Kirby, a cut-throat pirate, and with his sword proves his contention. All four then go aboard the pirate ship. As the days pass, Percy realizes that the pirates may turn on him any day. When a treasure ship appears on the horizon and Percy orders no attack, the inevitable happens. When the crew are about to fire on the ship, Percy draws Carnal down to the magazine and threatens to blow the vessel out of the water, if one gun is turned on the other ship. Finally the magazine explodes, sinking the ship, but not before the venturesome four have escaped on a raft. They are picked up by the English ship, whereupon Carnal basely denounces Percy as the pirate captain.

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Clever Players In Supporting Cast

The members of the Paramount Stock Company of screen players who portray the supporting roles of "To Have and To Hold," are thorough artists in their respective lines. Theodore Kosloff, famous for his work in De Mille productions, has an exceptionally strong role, that of a suave court gallant and bully. Raymond Hatton, a Paramount favorite, is seen as the dissolute King James I. W. J. Ferguson, a character artist, is a servant while Walter Long is cast for a pirate's role—an assurance that it will be well done. Other players of note include Claire Dubrey, Anne Cornwall, Fred Huntley, Arthur Rankin and Lucien Littlefield.

Arthur Miller, Noted Screen Photographer

Unquestionably, Arthur Miller, who has photographed nearly all of Mr. Fitzmaurice's productions, is one of the most skilled cameramen identified with the industry. This is equivalent to saying that every scene of "To Have and To Hold" is a photographic gem, for Mr. Miller who was behind the lens in this instance, seems to have lost none of his fine time when in picturing land and sea views with which the picture abounds.

"To Have And To Hold."

Bert Lytell

Born and educated in New York City. Was for some time on the stage and then in stock companies. Began his screen career with Herbert Brenon in "The Lone Wolf." Then entered Metro, with which company he made many successful pictures.

Theodore Kosloff

Born in Moscow, Russia. Went on the stage in Petrograd at eighteen. Was in Paris 1908, in London 1909, and the Winter Garden, New York, the following year. Came to the United States to enter vaudeville in 1915. Made his first screen appearance in Cecil B. DeMille's "The Woman God Forgot."

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Arthur Rankin

Born in New York City in 1896. Is a member of the Barrymore-Drew family, being a nephew of John and Lionel Barrymore. His stage career includes two seasons in "The Jest." Has been in pictures since 1912, mostly in juvenile roles.

Mail Campaign

HERE is a letter and postcard telling of the forthcoming display of "To Have and To Hold" at your theatre. Send them to your patrons.

"To Have and To Hold" Coming

The management of the Theatre begs to announce the presentation of playhouse for days beginning next, of George Fitzmaurice's superb Paramount production, "To Have and To Hold," one of the most beautiful and romantic pictures ever screened.

Betty Compson, Paramount star, and Bert Lytell, a well known stage favorite, are featured, the former appearing as the ward of King James I, of England, and the latter as a soldier adventurer of Virginia in the early Seventeenth Century. The supporting cast includes many well known Paramount Stock Company players.

The story of "To Have and To Hold" has great dramatic power, irresistible heart appeal and in its development, many thrilling scenes, including duels, Indian attacks, and encounters with pirates. No one can see this splendid photoplay without visualizing most profitably the scenes attending the settlement of Virginia. This is a picture you cannot afford to ignore.

Don't Forget "To Have and To Hold"

This is to remind you that "To Have and To Hold," a picturization of Mary Johnston's celebrated novel of early Virginia, will open at the Theatre tomorrow (.....). Betty Compson and Bert Lytell play the leading roles and every scene has a thrill of its own. If you fail to see this picture, you will miss the rarest cinema treat of the season.



"To Have and To Hold" ACCESSORIES AS GOOD AS THE PICTURE

"If It's Worth Running, It's Worth Advertising"



Classy Herald

To the right is a reproduction in black and white of the front and back covers of the great 5-Color Herald on "To Have and To Hold."

This is without a doubt one of the most attractive deluxe accessories Paramount has ever offered to exhibitors. The Herald is four pages in length, each page measuring 4 x 7 inches—size that will fit conveniently into the ordinary envelope.

The price is only \$3 per thousand—a very small percentage of the profits your box-office will reap from the Herald.

Inspect this Herald at your nearest Paramount Exchange and you'll be convinced of its value.

(All the space on the back cover is left blank for your theatre name, playing dates, and any other local matter you may care to insert.)

TO HAVE & TO HOLD



In Five Colors

Mary Johnston's novel, "To Have and To Hold" has enjoyed consistent popularity for twenty-five years. Millions in every country have read it, thrilled and laughed and wept over it. The beauty of this Herald is that it is in the shape of a book and ties up tightly with the book's universal appeal.

The two inside pages are flashy with scenes from the picture and selling talk that is bound to make patrons of all who look and read. There is plenty of room on the back cover for your Theatre Name playing dates and any other local matter you may care to insert.

Even if you are not a regular Herald user, don't pass up this one.

'HOW TO BE HAPPY'

By Betty Compson

(Who comes to the theatre . . . in "To Have and To Hold.")

BEING happy is man's birthright. The only difficulty is that he throws this gift of the gods overboard when he begins to assume responsibilities and thinks it is essential to cultivate a furrowed brow and a serious manner under all conditions.

That is where the mistake comes in!

My advice to every young girl who is starting out in life with possibly the necessity of making her own way, is to cultivate cheerfulness, to avoid morbid discussions and thoughts, to seek company with those who look on life with a smile. We might all rail at the futility of things, but I had rather think about the wonderful possibilities of life.

Get into the sunshine. So many people refer to New York, for example, as a cold, sordid money-grubbing city. Yet I have seen the budding trees in Madison Square and felt the kindness of even those who were struggling against adversity. And if you are fortunate enough to live where the open country is available, so much the better—for a few hours close to Nature will ennoble your thoughts and the songs of the birds will be re-echoed in your own soul.

It seems to be a habit of people nowadays to

SNAPPY CATCHLINES for Ads or Programs

WHEN a man would dare a hundred deaths for a lovely lady's nod—
When pirates roved the roaring seas in search of golden loot—

When men were bolder and women were fairer and love was the favorite game—
"To Have and To Hold."

The picture that roves the world for thrills.

Betty Compson as the sweetest heroine ever screened; Bert Lytell as a dashing son of fortune; Theodore Kosloff as the most fascinating knave that ever twirled a rapier.

A seagoing vessel of 2,000 tons was bought and blown to bits—
A complete city was built—

The most magnificent court in English history—that of James I—was reconstructed detail for detail—

Costumes worth \$100,000—gowns of ermine and jewels, buckles studded with diamonds—were provided—

All as just a small portion of the background for the romance magnificent, "To Have and To Hold."

A twin-star triumph; a flaming romance in a

Colored Window Card

An Attractive Seat Seller, See It at Your Exchange.



ESSENTIAL FACTS IN TABLOID FORM

FEATURED STARS: Betty Compson and Bert Lytell.

SUPPORTING CAST: Headed by Theodore Kosloff, and includes W. J. Ferguson, Raymond Hatton and Walter Long.

DIRECTOR: George Fitzmaurice, who produced "On With the Dance," "Three Live Ghosts," and other successes.

STORY: From Mary Johnston's famous novel of the same name. Popular for twenty-five years. The most thrilling romance ever written.

SCENARIO: Written by Onida Bergere (Mrs. George Fitzmaurice)

CAMERAMAN: Arthur Miller.

IMPORTANT PLAYERS AND ROLES:

Lady Jocelyn Leigh Betty Compson
Captain Ralph Percy Bert Lytell
Lord Carnal Theodore Kosloff
Jeremy Sparrow W. J. Ferguson
King James I Raymond Hatton
Red Gill Walter Long

Jocelyn's brother in a duel, she determines to flee from him at any cost.

A ship loaded with young women destined to be the brides of the settlers of the new colony, Jamestown, is about to sail for America. Jocelyn boards this ship secretly. Arriving in Jamestown, she finds that she must, like all the other fair voyagers, marry a settler. Captain Ralph Percy, a youthful soldier of fortune and the virtual military leader of Jamestown, is attracted to Jocelyn and marries her to get her out of her predicament.

She has learned to love Ralph when Lord Carnal unexpectedly appears in Jamestown in pursuit of Jocelyn. She is captured by Carnal, but Ralph rescues her and they flee to sea, though Carnal manages to get on the same ship. The vessel is seized by pirates. Ralph succeeds in making himself the pirates' leader, but when the pirates wish to force him to attack a British man o' war, he refuses to be disloyal to his country and blows the pirate ship to atoms, after making sure of Jocelyn's escape. Carnal, Ralph and Jocelyn get away in a small boat together and are picked up by the man o' war and taken to London.

The price is only \$3 per thousand—a very small percentage of the profits your box-office will reap from the Herald.

Inspect this Herald at your nearest Paramount Exchange and you'll be convinced of its value.



is bound to make patrons of all who look and read. There is plenty of room on the back cover for your Theatre Name playing dates and any other local matter you may care to insert.

Even if you are not a regular Herald user, don't pass up this one.

'HOW TO BE HAPPY'

By Betty Compson

(Who comes to the Theatre. in "To Have and To Hold.")

BEING happy is man's birthright. The only difficulty is that he throws this gift of the gods overboard when he begins to assume responsibilities and thinks it is essential to cultivate a furrowed brow and a serious manner under all conditions.

That is where the mistake comes in! My advice to every young girl who is starting out in life with possibly the necessity of making her own way, is to cultivate cheerfulness, to avoid morbid discussions and thoughts, to seek company with those who look on life with a smile. We might all rail at the futility of things, but I had rather think about the wonderful possibilities of life.

Get into the sunshine. So many people refer to New York, for example, as a cold, sordid money-grubbing city. Yet I have seen the budding trees in Madison Square and felt the kindness of even those who were struggling against adversity. And if you are fortunate enough to live where the open country is available, so much the better—for a few hours close to Nature will ennoble your thoughts and the songs of the birds will be re-echoed in your own soul.

It seems to be a habit of people nowadays to berate their own times and imagine that there never was an era in the world's history when folks had so many troubles and things to prevent them from being happy as they do to-day. Well, I've just finished a picture called "To Have and To Hold," from Mary Johnston's famous novel. And the era of the story is the days of King James I of England. If you believe life in those cavalier days was all milk and honey, simply because there weren't any apartment house janitors or prate taxi drivers or Prohibition, just come around and see me in this picture when it comes to town.

Good Special Story for Your Newspapers

SNAPPY CATCHLINES for Ads or Programs

WHEN a man would dare a hundred deaths for a lovely lady's nod—

When pirates roved the roaring seas in search of golden loot—

When men were bolder and women were fairer and love was the favorite game—

"To Have and To Hold."

The picture that roves the world for thrills.

Betty Compson as the sweetest heroine ever screened; Bert Lytell as a dashing son of fortune; Theodore Kosloff as the most fascinating knave that ever twirled a rapier.

A seagoing vessel of 2,000 tons was bought and blown to bits—

A complete city was built—

The most magnificent court in English history—that of James I—was reconstructed detail for detail—

Costumes worth \$100,000—gowns of ermine and jewels, buckles studded with diamonds—were provided—

All as just a small portion of the background for the romance magnificent, "To Have and To Hold."

A twin-star triumph; a flaming romance in a Tiffany setting.

You don't know what a man and woman will do for love till you've seen "To Have and To Hold."

"To have and to hold, to love and to cherish—"

Sounds familiar, doesn't it?

Part of the marriage ceremony.

But oh, boy! what thrills and adventure and breathless escapes Betty Compson and Bert Lytell go through in "To Have and To Hold" before they reach the blissful climax.

Colored Window Card

An Attractive Seat Seller, See It at Your Exchange.



ESSENTIAL FACTS IN TABLOID FORM

FEATURED STARS: Betty Compson and Bert Lytell.

SUPPORTING CAST: Headed by Theodore Kosloff, and includes W. J. Ferguson, Raymond Hatton and Walter Long.

DIRECTOR: George Fitzmaurice, who produced "On With the Dance," "Three Live Ghosts," and other successes.

STORY: From Mary Johnston's famous novel of the same name. Popular for twenty-five years. The most thrilling romance ever written.

SCENARIO: Written by Ouida Bergere (Mrs. George Fitzmaurice)

CAMERAMAN: Arthur Miller.

IMPORTANT PLAYERS AND ROLES:

Lady Jocelyn Leigh.....Betty Compson
Captain Ralph Percy.....Bert Lytell
Lord Carnal.....Theodore Kosloff
Jeremy Sparrow.....W. J. Ferguson
King James I.....Raymond Hatton
Red Gill.....Walter Long

Will Shakespeare and Ben Jonson are among the famous people shown on the screen during the course of the story.

SYNOPSIS OF THE STORY:

Lady Jocelyn Leigh, a pretty, dainty miss, is the ward of the dissolute King James I of England. Lord Carnal, the King's fopish, black-hearted favorite, admires the beauty of Jocelyn and covets her. The King is influenced to favor the match, though Jocelyn hates Carnal. When Carnal slays

Jocelyn's brother in a duel, she determines to flee from him at any cost.

A ship loaded with young women destined to be the brides of the settlers of the new colony, Jamestown, is about to sail for America. Jocelyn boards this ship secretly. Arriving in Jamestown, she finds that she must, like all the other fair voyagers, marry a settler. Captain Ralph Percy, a youthful soldier of fortune and the virtual military leader of Jamestown, is attracted to Jocelyn and marries her to get her out of her predicament.

She has learned to love Ralph when Lord Carnal unexpectedly appears in Jamestown in pursuit of Jocelyn. She is captured by Carnal, but Ralph rescues her and they flee to sea, though Carnal manages to get on the same ship. The vessel is seized by pirates. Ralph succeeds in making himself the pirates' leader, but when the pirates wish to force him to attack a British man o' war, he refuses to be disloyal to his country and blows the pirate ship to atoms, after making sure of Jocelyn's escape. Carnal, Ralph and Jocelyn get away in a small boat together and are picked up by the man o' war and taken to London.

There Ralph is thrown into prison, and Carnal persuades the King to announce the nuptials of himself (Carnal) and Jocelyn, to take place immediately after Ralph is executed. A rival of Carnal's for the King's favor succeeds in releasing Ralph from prison and gets the King's consent to a duel between Carnal and Ralph, the winner to get the girl.

In a great fight Ralph kills Carnal and wins Jocelyn.

All Week **THEATRE** Noon to 11

With **Betty Compson** and **Bert Lytell**

"TO HAVE AND TO HOLD"

A **George Fitzmaurice** Production

A **Paramount Picture**

Type Ad



Theodore Kosloff, Betty Compson and Bert Lytell in the Paramount Picture "To Have and To Hold" A George Fitzmaurice Production

Three-column Production Cut 3P

RIALTO TO THEATRE

Betty Compson **Bert Lytell**

It's a **Paramount Picture** *World's Greatest Romance*

"TO HAVE and TO HOLD"

A **GEORGE FITZMAURICE** Production

Type Ad

Washington, D. C. Nov. 6, 1922.

The Register of Copyrights,
Washington, D. C.

NOV -6 1922

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Dear Sir:-

I herewith respectfully request the return of the following named motion picture films deposited by me for registration of copyright in the name of
Famous Players-Lasky Corporation

THE IMPOSSIBLE MRS. BELLEW (7 reels)
TO HAVE AND TO HOLD

Respectfully,

FULTON BRYLAWSKI

The Famous Players-Lasky Corporation hereby
acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the
Copyright Office as follows:

| <u>Title</u> | <u>Date of Deposit</u> | <u>Registration</u> |
|----------------------------|------------------------|---------------------|
| THE IMPOSSIBLE MRS. BELLEW | 11/6/22 | ©CIL 18363 |
| TO HAVE AND TO HOLD | | ©CIL 18364 |

The return of the above copies was requested by the said Company, by its agent and attorney, on the 6th day of November, 1922, and the said Fulton Brylawski, for himself and as the agent and attorney of the said Company, hereby acknowledges the delivery to him of said copies and the receipt thereof.

30 Copies Returned
NOV -8 1922

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